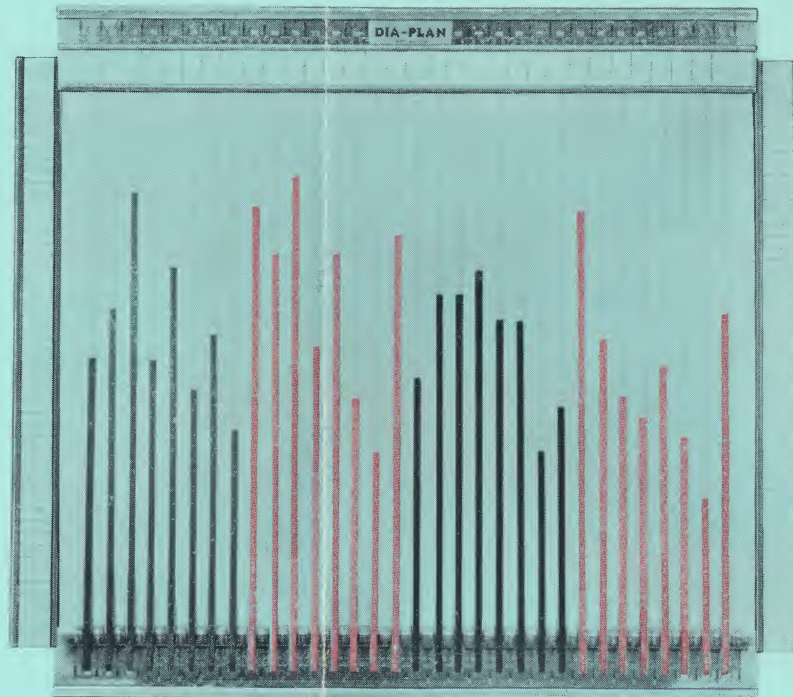


Dia-Plan

for
MANAGEMENT, STATISTICS, PLANNING, CONTROL



Our representatives invite your inquiries.

Price:

Additional equipment:

Indicator Bar: Spot Signals, per parcel:

Chinagraph pencil:

Dealer:

Manufaktur and eksporters:

SELFIE SYSTEMER A/S
STENERSGT. 10 — OSLO — NORWAY

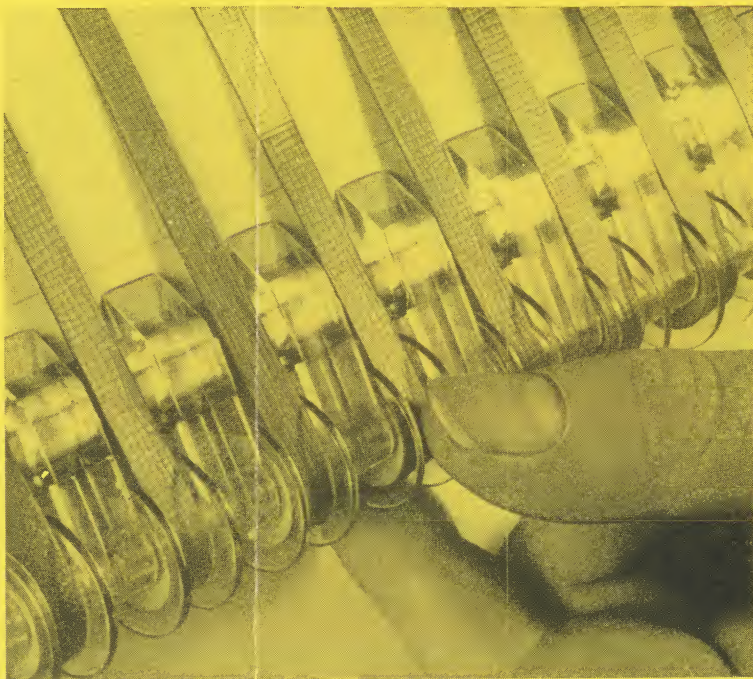


Dia-Plan

control board

gives you

continuous control!



Dia-Plan

WALL CHART PROVIDES YOU WITH

RAPID, CONCENTRATED AND VISIBLE CONTROL FOR:

Sales quotas and Performance Data
 Production Control Cost Records
 Stock Control Budget Analysis
 and Many other Significant Uses.

Dia-Plan gives you Finger Tip Occurrences.
Dia-Plan gives you Flexibility of Usage.
Dia-Plan gives you Controls that are easily and quickly changed.
Dia-Plan is a Simply operated Control Board.
Dia-Plan gives you **Permanent Records**.
Dia-Plan is a New, Attractive Norwegian Product.

Dia-Plan is constructed of aluminium, measuring 22x24". There are 32 vertical columns. At the ends of each column are two control wheels in which runs a continuous plastic ribbon. One half of each ribbon is colored and the other half is transparent.

The provided graph sheet and indicator bar with its removable strip allows typing of the required information in correlation with the continuous control chart. Data changes are immediately recorded by rotation of the Base wheels with corresponding changes in the height of the colored ribbons. These movements are so simple that changes can be easily made while the operator is dealing with current data either by telephone or during personal conversations.

At the end of each charting period the exact location of the ribbons, all relevant details are marked on the graph in 6 colors. Therefore, all this information can be filed for later Planning and Comparison.

Ribbons are interchangeable and provided in Red, Blue, Green, Black, Brown and Yellow colors.

To prevent accidental movement of the Control wheels the Dia-Plan chart is shielded with a transparent plastic cover, which also is a protection against dust etc. Notations may be written on this transparent front cover with ordinary grease pencils. When no longer required these notes can be wiped off with a cloth, without any damage to the graph paper.

These Control Boards may be hung individually and collectively on a wall or mounted on a panel. Each Board is so constructed that additional Indicator Bars may be attached to the sides of the Master Chart. These are spring loaded and easily attached.

Save time Save money

KEEP PERTINENT RECORDS COMPLETELY VISIBLE, CURRENT
 MORE ACCESSIBLE AND USEABLE.

PATENT PENDING

Dia-Plan

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SELFILE SYSTEMER A/S

STENERSGATEN 10, OSLO - NORWAY
TELEFON 42 27 37 - 42 30 91
BANK: DEN NORSKE CREDITBANK 10662 B
TLGR.ADR. SELFILE - OSLO

Mr. T. Nelson, syst.consult.
Box 1546,
Poughkeepsie,
N. Y. 12603.

Oslo, June 21, 1965.

DP-P/Elv
Your ref:

Gentlemen,

"DIA-PLAN" Visual Control Board.

We thank you for your kind inquiry in connection with our "Dia-Plan" which has been given much publicity in several office magazines in the United States of America.

We have not yet appointed an agent in your state and give you the name of our nearest distributor for the "Dia-Plan":

The F. W. Roberts Company, 1009 Rochwell Ave., Cleveland 14, Ohio.

The retail price for 1 Dia-Plan Chart in U.S.A. is US\$ 79.50, and in order to encourage the sale of this pending the appointment of a distributor we make the following offer of obtaining this directly from us in Norway, which will effect a great saving to you.

For this special offer the price free on board ship Oslo, including insurance and packaging will only be:

- A. 1 Dia-Plan control board.....US\$ 36
(saving approximately \$30)
- B. 1 Dia-Plan control board + 2 extra Side Indicator Bars,
+ 1 parcel Spot Signals and 2 Chinagraph pencils.....US\$ 47
(saving approximately \$40)
- C. More than 1 Dia-Plan, deduct 10%.

Transport from Oslo and duty have to be paid on delivery.

The Dia-Plan has found a ready demand in more than 50 countries - it has manifold applications - it is a "must" for Sale Managers who find this indispensable for visual sales control and we are certain that there are other departments in your business which demand the work of this excellent and efficient equipment.

We suggest you take advantage of the above - send your cheque - and the Dia-Plan will be shipped by the first boat available and you will receive this via one of our excellent shipping brokers in U.S.A.

We look forward to hearing from you.

Yours faithfully,
SELFILE SYSTEMER A/S

Leif Elvestad
Leif Elvestad
(General Manager)

Enclosure:

Leaflet of the Dia-Plan

ARKIV - KARTOTEK - SORTERING - SYSTEMINNREDNINGER - SYSTEMMØBLER